## ORDER

Orders Order / Rev:

36925

Alt Order #:

08837306

Product Desc:

NRCC / SCHEDULE 2

Estimate:

2958

Flight Dates:

09/28/12 - 10/04/12

Original Date / Rev:

08/08/12 / 09/27/12

Order Type:

**GENERAL** 

KLAS

K-WAS

Primary AE:

Mike Jones

Sales Office:

Sales Region: National

Agency

Name:

**National Media Inc** 

**Buying Contact:** 

Billing Contact:

815 Slaters Lane

AGY, POL, ISS

Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

11/29/08

00:10:00

Advertiser

Name:

NRCC A35+

Demographic:

PO4

Product Codes: Priority:

LV2

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

DIII	г	Iai	•
Star	t I	Da	te

# Spots Gross Amount Net Amount **End Date** 12 \$40,150.00 \$34,127.50 08/27/12 09/30/12 10/01/12 10/04/12 33 \$36,200.00 \$30,770.00 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$40,150.00	\$34,127.50	0.00
October 2012	33	\$36,200.00	\$30,770.00	0.00
Totals	45	\$76,350.00	\$64,897.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$76,350.00		
Market	100%	\$254,500.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$63,625.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$12,725.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

L	.n (	Ch	Start	End	Inventory Cod	le	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1	8	09/28/12	09/28/12	8 News Now 5a 8 News Now 5a		CM	5-6a	F	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
	N	EWS			o News Now 3	a IVI-F									
		Star	rt Date	End Date	Weekdays	Spo	ts/Week	Rate	Rating						
	Wee	ek: 09/2	24/12 (	09/30/12	F		1	\$800.00	0.00						
Е	2	8	10/01/12	10/04/12		Я.	CM	5-6a	MTWT	:30	4	\$800.00LV1	0.00 NM	4	\$3,200.00

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**KLAS** 

Order / Rev: 36925

Start Date

Week: 09/24/12

**End Date** 

09/30/12

**Weekdays** 

----F--

Spots/Week

Alt Order #:

5 Advertiser:

ertiser: NRCC

08837306 Product Desc: NRCC / SCHEDULE 2

Flight Dates: 09/28/12 - 10/04/12 Estimate: 2958

Len Spots Rate Pri Rtg Type Spots Start/End Time Days End **Inventory Code** Break Ln Ch Start 8 News Now 5a M-I 8 News Now 5a M-F **NEWS** Weekdays Spots/Week Rate Rating Start Date **End Date** \$800.00 0.00 10/07/12 MTWT---Week: 10/01/12 0.00 NM \$900.00 8 News Now 6a M-F CM 6-7a ---F--:30 \$900.00LV1 09/28/12 09/28/12 E 3 8 News Now 6a M-F **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating ---F--\$900.00 0.00 Week: 09/24/12 09/30/12 \$3.600.00 \$900.00LV2 0.00 NM 4 8 10/01/12 10/04/12 8 News Now 6a M-F CM 6-7a MTWT---:30 8 News Now 6a M-F **NEWS End Date** Spots/Week Rating Start Date Weekdays Rate Week: 10/01/12 10/07/12 MTWT---\$900.00 0.00 09/30/12 09/30/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 **CBS News Sunday Morning SUNDAY MORNING** Start Date **End Date** Spots/Week Rate Rating **Weekdays** ----S 0.00 09/30/12 \$1,500.00 Week: 09/24/12 E 6 8 10/01/12 10/04/12 Live w/Kellv CM 9-10a MTWT---:30 \$750.00LV2 0.00 NM 2 \$1,500.00 Live With Regis & Kelly LIVE WITH KELLY Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT---Week: 10/01/12 10/07/12 \$750.00 8 News Now Noon M-F CM ----F--09/28/12 09/28/12 :30 \$750.00LV1 0.00 NM \$750.00 12-1230p 1 8 News Now Noon M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating 09/30/12 ---F--Week: 09/24/12 \$750.00 0.00 10/01/12 10/04/12 8 8 News Now Noon M-F CM 12-1230p MTWT---:30 \$750.00LV2 0.00 NM \$3,000.00 8 News Now Noon M-F **NEWS** End Date Start Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 MTWT---\$750.00 0.00 09/28/12 09/28/12 Ellen CM E 9 3-4p ----F--:30 \$900.00LV2 0.00 NM \$900.00 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F--\$900.00 0.00 E 10 8 10/01/12 10/04/12 Ellen CM 3-4p MTWT---:30 \$900.00LV2 0.00 NM \$3,600.00 Ellen **ELLEN** Start Date End Date Spots/Week **Weekdays** Rating Rate Week: 10/01/12 10/07/12 MTWT---\$900.00 0.00 E 11 8 09/30/12 09/30/12 NFL Reg Season Game£M NFL Football Reg. ----S :30 2 \$5,000.00LV1 0.00 NM 0 \$0.00 NFL Football Reg. Season (10:00 AM-4:15 PM) **NFL Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 2 \$5,000.00 <u>Spot</u> Ch Date Range Description Start/End Time Weekdays Rate Rtq Type Length 8 09/24/12-09/30/12 NFL Reg Season Games NFL Football Reg10:00 AM-4:15 ,-----Su 1 :30<del>(\$5,000.00)</del> 0.00 NM See MG 18.2,18.3,18.4 2 8 09/24/12-09/30/12 NFL Reg Season Games NFL Football Reg10:00 AM-4:15 ,-----Su :30(\$5,000.00) 0.00 NM See MG 18.2,18.3,18.4 [da] E 12 8 09/28/12 09/28/12 8 News Now 5-630p M-FCM 1 \$1,300,00LV1 5-630p ----F--:30 0.00 NM \$1,300.00 8 News Now 5-630p M-F **NEWS** 

Rating

0.00

Rate

1 \$1,300.00

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KLAS

Order / Rev:

36925

Advertiser:

NRCC

Alt Order #:

08837306

Product Desc: NRCC / SCHEDULE 2

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

Ln Cl	h Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spo	te Rate Pri	Rtg Type	Snots	Amount
			8 News Now 5-63		5-630p	F		1 \$1,300.00LV1		1	\$1,300.00
	ws	2 03/20/12	8 News Now 5-6	•	C 000p	·		, 4,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			• • • • • • • • • • • • • • • • • • • •
	Start Date c: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,300.00	Rating 0.00					
			8 News Now 5-6: 8 News Now 5-6	30p M-FCM	5-630p	MTWT	:30	2 \$1,300.00LV	0.00 NM	0	\$0.00
NE	WS	End Date			Beto	Rating					
	Start Date :: 10/01/12	End Date 10/07/12	Weekdays MTWT		Rate \$1,300.00	0.00					
Spot 1	Ch Date Ra 8 10/01/1		escription News Now 5-630		t/End Time Op		<u>Weekdays</u> MTwTh		Rtg Type   0.00 NM		
	See MG 18 [da]		•	,	•			<b>,</b> ,	,		
2	8 10/01/1		News Now 5-630	р <b>М-F</b> 5-63	80p		MTWTh	:30 <del>(\$1,300.00</del>	) 0.00 NM		
	See MG 18. [da]	.2,18.3,18.4									
E 14	8 09/28/1	2 09/28/12	8 News Now 5-6 8 News Now 5-6	•	5-630p	F	:30	1 \$1,300.00LV	0.00 NM	0	\$0.00
NE	WS Start Data	End Date	Weekdavs		Data	Detine					
Week	Start Date :: 09/24/12	09/30/12	F	Spots/Week 1	<u>Rate</u> \$1,300.00	Rating 0.00					
Spot 1	Ch Date Ra		escription News Now 5-630		t/End Time		<u>Weekdays</u>	Length Rate :30(\$1,300.00	Rtg Type		
•	See MG 18.		110113 11011 0-000	<i>p 101-1</i> 0-00	·op		•	.50(\$7,500.00	7 0.00 14141		
F.45	[da]	0.40/04/40	0.11 5.0	20. 14 5214							
E 15	8 10/01/1	2 10/04/12	8 News Now 5-6: 8 News Now 5-6		5-630p	MTWT	· :30	4 \$1,300.00LV2	2 0.00 NM	4	\$5,200.00
NE		5-4 D-4-		·	5	<b>.</b>					
Week	Start Date :: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 4	<u>Rate</u> \$1,300.00	Rating 0.00					
E 16	8 09/28/1	2 09/28/12	7-8p Rotator	CM	7-8p	F	:30	1 \$1,100.00LV1	0.00 NM	1	\$1,100.00
EN <sup>-</sup>	TERTAINMEI	NT TONIGH	7-8p Rotator T								
10/1-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	: 09/24/12 8 10/01/1	09/30/12 2 10/04/12	7-8p Rotator	CM	\$1,100.00 7-8p	0.00 MTWT	:30	6 \$1,100.00LV2	2 0 00 NM	6	\$6,600.00
			7-8p Rotator	<b>5</b>	, <b>op</b>	141.01	.00	0 01,100.00242	. 0.00 14141	J	Ψ0,000.00
EN	TERTAINMEI Start Date	NT TONIGH End Date	Γ <u>Weekdays</u>	Spots/Week	Rate	Rating					
	: 10/01/12	10/07/12	MTWT		\$1,100.00	0.00					
		2 09/28/12	730-8p Insider Insider	CM	730-8P	F	:30	1 \$1,200.00LV1	0.00 NM	3	\$31,650.00
INS	SIDER Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	: 09/24/12	09/30/12	F	1	\$1,200.00	0.00					
Spot 1	Ch Date Ra 8 09/24/12		escription 30-8p Insider	<u>Start</u> 730-	<u>/End Time</u> 8P		<u>Weekdays</u> F	Length Rate :30(\$1,200.00	Rtg Type		
	See MG 18. [da]	2,18.3,18.4	·					, , , , , , , , , , , , , , , , , , ,	,		
2	8 09/24/12	2-09/30/12 F	•	8-9p			F	:30 \$7,500.00	0.00 NM		
			9.1,13.1,14.1,13.2. /od 10.11p				1.4	-20645 000 0			
3 190		?-09/30/12 W ,19.4,19.2,19	/ea 10-11p 9.1,13.1,14.1,13.2,	10-1 11.2,19.3,21.1,	•	•	W	:30\$15,000.00	U.UU NM		
4		2-09/30/12 S	•	9-10	•		Su	:30 \$9,150.00	0.00 NM		
E 19 8			9.1,13.1,14.1,13.2, 730-8p Insider			Manuer	.20	4 64 000 00114	0.00.171	•	**
		2 10/04/12	730-8p Insider Insider	СМ	730-8P	MTWT	:30	4 \$1,200.00LV1	0.00 NM	0	\$0.00
INS	IDER Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	: 10/01/12	10/07/12	MTWT		\$1,200.00	0.00					

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**KLAS** 

Order / Rev:

36925

Advertiser:

Estimate:

**NRCC** 

Alt Order #: Flight Dates: 08837306

09/28/12 - 10/04/12

NRCC / SCHEDULE 2 **Product Desc:** 

2958

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **Inventory Code** Break Ln Ch Start End \$0.00 MTWT---:30 \$1,200.00LV1 0.00 NM CM 730-8P 10/01/12 10/04/12 730-8p Insider E 19 8 Insider **INSIDER** Spots/Week Rating End Date **Weekdays** Rate Start Date 0.00 10/07/12 MTWT---4 \$1,200.00 Week: 10/01/12 Description Start/End Time Weekdays Length Rate Rtg Type <u>Spot</u> Ch Date Range 8 10/01/12-10/07/12 730-8p Insider 730-8P MTWTh----:30<del>(\$1,200.00)</del> 0.00 NM 1 See MG 18.2,18.3,18.4 [da] MTWTh----:30<del>(\$1,200.00)</del> 0.00 NM 2 8 10/01/12-10/07/12 730-8p Insider 730-8P See MG 18.2,18.3,18.4 (da) :30<del>(\$1,200.00)</del> 0.00 NM 730-8P MTWTh----3 8 10/01/12-10/07/12 730-8p Insider See MG 18.2,18.3,18.4 8 10/01/12-10/07/12 730-8p Insider 730-8P MTWTh----See MG 18.2.18.3.18.4 [da] E 20 09/29/12 09/29/12 Sat 7-8p - ET Wknd 7-8p ----S-:30 \$500.00LV1 0.00 NM 3 \$1,000.00 **Ent Tonight Weekend ENTERTAINMENT TONIGHT** Weekdays Spots/Week Rate Rating 09/30/12 ----S-0.00 Week: 09/24/12 2 \$500.00 **Spot** Ch Date Range **Description** Start/End Time <u>Length</u> <u>Weekdays</u> Rate Rtq Type 1 8 09/24/12-09/30/12 Sat 7-8p - ET Wknd 7-8p -----Sa--:30 (\$500.00) 0.00 NM See MG 20.3,20.4 [due oversell, dsc and mmo] 8 10/01/12-10/04/12 8 News Now 4-5a 4-5a MTWTh----:30 \$250.00 0.00 NM (h) MG for 20.1 09/29 8 10/01/12-10/04/12 8 News Now 4-5a 4-5a MTWTh----:30 \$250.00 0.00 NM MG for 20.1 09/29 09/30/12 09/30/12 Sun 530-6p Ins Ed Wkn@M E 21 530-6p :30 ----S \$450.00LV1 0.00 NM 0 \$0.00 Inside Edition Wknd INSIDE EDITION Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/24/12 09/30/12 \$450.00 0.00 **Description** Start/End Time Spot Ch Date Range <u>Weekdays</u> **Length** Rate Rtg Type 8 09/24/12-09/30/12 Sun 530-6p Ins Ed Wknd -----Su 530-6p :30 <del>(\$450.00)</del> 0.00 NM See MG 18.2,18.3,18.4 [da] E 22 8 10/02/12 10/02/12 Tue 10-11p CM -T----1 \$7,500.00LV2 10-11p :30 0.00 NM \$7,500.00 Vegas **VEGAS** Start Date **End Date** Spots/Week **Weekdays** Rate Rating -T----Week: 10/01/12 10/07/12 \$7,500.00 0.00 E 23 8 09/28/12 09/28/12 Letterman CM 1135p-1237a ----F--:30 \$750.00LV1 0.00 NM 1 \$750.00 Letterman **LETTERMAN Start Date End Date** Weekdays Spots/Week Rating Rate 09/30/12 ----F--Week: 09/24/12 \$750.00 0.00 E 24 10/01/12 10/04/12 Letterman CM 1135p-1237a MTWT---:30 \$750.00LV2 0.00 NM 2 \$1,500.00 Letterman **LETTERMAN** Spots/Week Start Date **End Date Weekdays** <u>Rate</u> Rating Week: 10/01/12 10/07/12 MTWT---\$750.00 0.00